

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of presenting a commercial in a time slot to a viewer, the method comprising the ~~steps~~-acts of:
providing one or more commercials to a receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, the bid including a reward component to be granted to the viewer if the associated commercial is selected, wherein units of the reward component are selected by the viewer;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot.

2. (Currently Amended) The method of claim 1, further comprising the ~~step-act~~ of: rewarding the viewer with the reward component of the winning bid.

3. (Currently Amended) The method of claim 1, further comprising the ~~step-act~~ of: storing information related to the commercial having the agent which placed the winning bid in a vault.

4. (Currently Amended) The method of claim 3, further comprising the ~~step-act~~ of: allowing the agent for at least one commercial to access information previously stored in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

5. (Currently Amended) The method of claim 1, further comprising the ~~steps-acts~~ of:

maintaining a profile database to store data related to local viewer preferences; and

allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

6.(Currently Amended) The method of claim 5, wherein the local viewer preference related data maintained by the maintaining step acts identifies the units ~~preferred by the viewer for of~~ the reward component, and the agent determines the units for the reward component of the bid to be placed based upon the viewer preference related data.

7.(Original) The method of claim 1, wherein the bid placed by the agent of at least one commercial is a fixed amount.

8.(Original) The method of claim 1, wherein the winning bid is chosen as the bid having the highest value in units preferred by the viewer.

9. (Currently Amended) The method of claim 1, wherein the winning bid selected by the selecting step-act is determined by setting a desired value in units preferred by the viewer, and then reducing the desired value until the agent of at least one commercial places a bid at least equal to the desired value.

10. (Currently Amended) The method of claim 1, wherein the providing step-act includes loading at least one commercial and the agent associated therewith onto the receiver prior to the time slot.

11. (Currently Amended) A system for presenting a commercial in a time slot to a viewer, said system comprising:

at least one source of one or more commercials, the source providing each said commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, the bid including a reward component to be granted to the viewer if the associated commercial is selected, wherein units of the reward

component are selected by the viewer;

a receiver operatively coupled with a display device, said receiver configured to receive each commercial and associated agent; and

a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot.

12. (Original) The system of claim 11, wherein the processor is further capable of rewarding the viewer with the reward component of the winning bid.

13. (Original) The system of claim 11, further comprising:
a vault operatively coupled with the processor for storing
information related to the commercial having the agent which placed
the winning bid.

14. (Original) The system of claim 13, wherein the processor
is further capable of allowing each agent for at least one
commercial to access information previously stored in the vault,
the agent using the accessed information to determine the bid to be
placed for the time slot.

15. (Original) The system of claim 11, further comprising:
a profile database operatively coupled with the processor to
store data related to local viewer preferences; and
further wherein the processor is capable of allowing the agent
for at least one commercial to access the local viewer preference
related data in the profile database, the agent using the accessed
local viewer preference related data to determine the bid to be
placed for the time slot.

16. (Currently Amended) The system of claim 15, wherein the local viewer preference related data ~~maintained by the maintaining step identifies the units preferred by the viewer for of~~ the reward component, and the agent determines the units for the reward component of the bid to be placed based upon the viewer preference related data.

17. (Original) The system of claim 11, further comprising:
memory operatively coupled with the receiver, the source providing at least one commercial and the agent associated therewith onto the memory prior to the time slot.

18. (Currently Amended) A method of presenting a commercial in a time slot to a viewer, the method comprising the ~~steps-acts~~ of:
providing one or more commercials to a receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, the bid including a reward component to be granted to the viewer if the associated commercial is selected;

maintaining a profile database to store data related to local viewer preferences, the local viewer preference related data including units preferred by the viewer for the reward component;

allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid;

displaying the selected commercial on the display device during the time slot;

rewarding the viewer with the reward component of the winning bid, units of the reward component being selected by the viewer;
and

storing information related to the commercial having the agent which placed the winning bid in a vault.

19. (New) The method of claim 1, wherein the units include at

least one of frequent flyer miles and calling minutes.

20.(New) The system of claim 11, wherein the units include at least one of frequent flyer miles and calling minutes.